

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) In an apparatus reproducing video and audio signals by receiving a broadcast signal, a TV, comprising:

a storing unit for storing proper information of a product, and contact information of ~~a certain~~ an Internet site ; and

a controlling unit ~~for~~ to access information from the Internet site using the stored proper information in response to an action of a user, the controlling unit further displaying function information and feature information of the product on a screen by using the stored contact information and the stored proper information.

2. (Currently Amended) The TV according to claim 1, wherein the ~~certain~~ Internet site is a product-related site.

3. (Original) The TV according to claim 1, wherein the function information and feature information of the product is provided from a product-related site server.

4. (Currently Amended) The TV according to claim 1, wherein the controlling unit transmits the proper information of the product to ~~the~~ a product-related site server.

5. (Currently Amended) The TV according to claim 1, wherein the proper information of the product is ~~contacted to the~~ provided to a product-related site server through a network interface.

6. (Original) The TV according to claim 1, wherein the proper information is a model name or a model number of the product.

7. (Currently Amended) The TV according to claim 1, wherein the contact information is a URL (Uniform Resource Locator) of the ~~certain~~ Internet site.

8. (Original) The TV according to claim 1, wherein the function information is information corresponding to video or audio-related functions.

9. (Original) The TV according to claim 1, wherein the feature information is information corresponding to a special function.

10. (Currently Amended) A control method of a TV, comprising:
when a selection is made by a user, transmitting stored proper information of a product from the TV to a ~~certain~~ product-related site by using stored contact information of the product-related site stored in advance;

receiving menu information corresponding to the product;

receiving information selected by a the user in the menu information; and

displaying the selected information on a screen of the TV.

11. (Original) The control method of the TV according to claim 10, wherein the proper information is a model name or a model number of the product.

12. (Currently Amended) The control method of the TV according to claim 10, wherein the proper information is transmitted by using the contact information of the ~~certain~~ product-related site.

13. (Original) The control method of the TV according to claim 12, wherein the contact information is a URL (Uniform Resource Locator).

14. (Canceled)

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15. (Original) The control method of the TV according to claim 10, wherein the menu information is information corresponding to video or audio-related functions, and information corresponding to a special function.

16. (Currently Amended) The control method of the TV according to claim 10, wherein ~~the transmitting process transmits the~~ stored proper information ~~to the certain site by using the contact information of the product-related site stored in advance~~ occurs when a function selection key signal is inputted by ~~a~~ the user.

17. (Original) The control method of the TV according to claim 16, wherein the control method further comprises receiving and processing a broadcast signal when the function selection key signal is not inputted.

18. (Currently Amended) The control method of the TV according to claim 10, wherein the control method further comprises displaying general homepage information on a the screen after receiving it when the proper information is not transmitted to the ~~certain~~ product-related site.

19. (New) The TV according to claim 1, wherein the action of the user comprises pressing of a selection key.

20. (New) A method comprising:
- receiving a signal indicating a desire to obtain product-related information;
 - transmitting previously-stored identifying information of a product to a server in direct response to the received signal;
 - receiving information at a television system and from the server based on the transmitted previously-stored identifying information; and
 - displaying the received information of a screen of the television system.
21. (New) The method of claim 20, wherein the previously-stored identifying information comprises a model name stored prior to receiving the signal.
22. (New) The method of claim 20, wherein the previously-stored identifying information comprises a model number stored prior to receiving the signal.
23. (New) The method of claim 20, wherein transmitting previously-stored identifying information comprises transmitting the previously-stored identifying information based on previously-stored contact information of a website.
24. (New) The method of claim 23, wherein the contact information comprises a URL (Uniform Resource Locator).

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25. (New) The method of claim 20, further comprising receiving menu information from the website in response to the transmitted previously-stored identifying information.

26. (New) The method claim 25, wherein the menu information comprises information corresponding to video or audio-related functions, and information corresponding to a special function.